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FCC MAIL SECTION

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June 15, 1992

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JUN 18 1992

Ms. Donna R. Searcy
Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, DC 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: Availability of billing and validation data for
proprietary calling cards issued by interexchange
carriers CC Docket No. 92-77

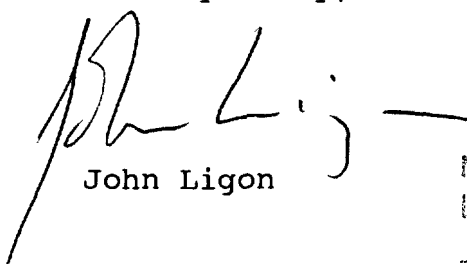
Dear. Ms. Searcy:

In initial comments filed in the referenced matter on June 2, 1992, ComTel Computer Corporation pointed out that among the more troublesome aspects of AT&T's proprietary CIID card campaign were the level of effort and financial resources devoted by AT&T to its strategy of intimidating aggregators into avoiding competitive OSPs by the use of thinly disguised threats of substantial commission loss and, as well, its ballyhooing of the massive media investment being made by AT&T in an effort to program the travelling public to demand AT&T's operator services.

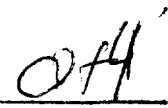
Subsequent to that filing, a letter from an AT&T account executive to the manager of a hotel now served by ComTel has come to our attention which well illustrates both of those AT&T tactics. We enclose a copy of that letter herewith and ask that it be placed in the docket file for this matter. To protect the privacy interests of the recipient of the enclosed letter we have concealed the identity of the recipient and the name and telephone extension of the AT&T account representative. Should the Commission require such identifying information, we will make it available to the Commission with a request for confidentiality. As will be apparent, however, from the body of the enclosed letter, the recipient is a member of the Ramada hotel chain.

If there are any questions regarding this submission, please contact me at 201 509-9192.

Yours very truly,


John Ligon

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May 29, 1992.
Phoenix, Arizona

FCC MAIL SECTION

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[Name], General Manager

[Address]

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Dear [Name]

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

I've received the numbers for the AT&T "dial around" calls your guests have been sending to AT&T at your hotel. I've put them into a table below. Please see if these numbers agree with those from your current vendor.

DATE	0+ REVENUE	0+ MESSAGES	AT&T COMMISSIONS YOU WOULD HAVE RECEIVED	RATE/ CALL
02 92	\$ 5,810.05	2,215	\$ 841.70	\$.38
03 92	\$ 4,628.90	1,883	\$ 753.20	\$.40
04 92	\$ 6,139.63	2,400	\$ 1,008.00	\$.42
1991	\$ 46,095.35	17,638	\$ 6,702.44	\$.38

As you can see, the AT&T Commission Rate per Call has continued to increase. It was \$.20 when we first signed a contract with Ramada in 1988. It has continued to increase as we've signed up more Ramada properties. It was \$.38 in 1991; then it was increased to \$.40 with the addition of Days Inns and the Ramada and Ramada Renaissance properties which are owned/managed by Ramada International.

Due to a higher volume of calls during the month of April, it was increased to \$.42 per call. It could go as high as \$.46 this summer, but won't fall below \$.40 even during the slower winter months.

Rick, I am confident AT&T could increase revenues at your hotel and also increase guest satisfaction. I know your current contract doesn't expire for a few months. Let's get the paperwork in place now so that you can enjoy the benefits of AT&T.

Here are some of the other benefits of AT&T's 0+ Service:

- o \$ 685 in reimbursed Co-Op Advertising for your hotel, to be added to your own advertising budget, for newspaper, radio, television, etc.
- o \$116,000 in reimbursed National Co-Op Advertising for Ramada in April, 1992; plan being developed for Summer Advertising Program.
- o \$105,000 in reimbursed National Co-Op Advertising for Ramada in August, 1991; used to pay for Fall Television Ad Campaign.
- o "Branding" Program; when a guest talks to an AT&T Operator, we provide additional co-op advertising as they say, "THANK YOU FOR USING AT&T AND STAYING AT RAMADA."

- o Customized Tent Cards with the Ramada Logo; these are provided free of charge and meet all FCC requirements..
- o AT&T's LANGUAGE LINE INTERPRETER SERVICE; provides immediate support for your international guests. This service is on a promotion for Ramada properties - we'll waive the \$1,500 initiation fee in 1992.

[Name], we have a strong O+ Organization within AT&T which provides for strategic planning at the corporate level AND local AT&T support for you. The person who can coordinate this service for you is Account Executive [Name] on 800-682-[#] She can answer any additional questions you may have while I am on vacation next week.

We would like to add you to our list of 365+ Ramada properties enjoying the benefits of AT&T's O+ Service. Please look over the AT&T Contract Package and let us know if you have any questions.

Sincerely,

[Name]
Account Executive
RAMADA NATIONAL ACCOUNT TEAM
800-457-[#] TOLL-FREE VOICE MAIL
800-348-[#] TOLL-FREE FAX